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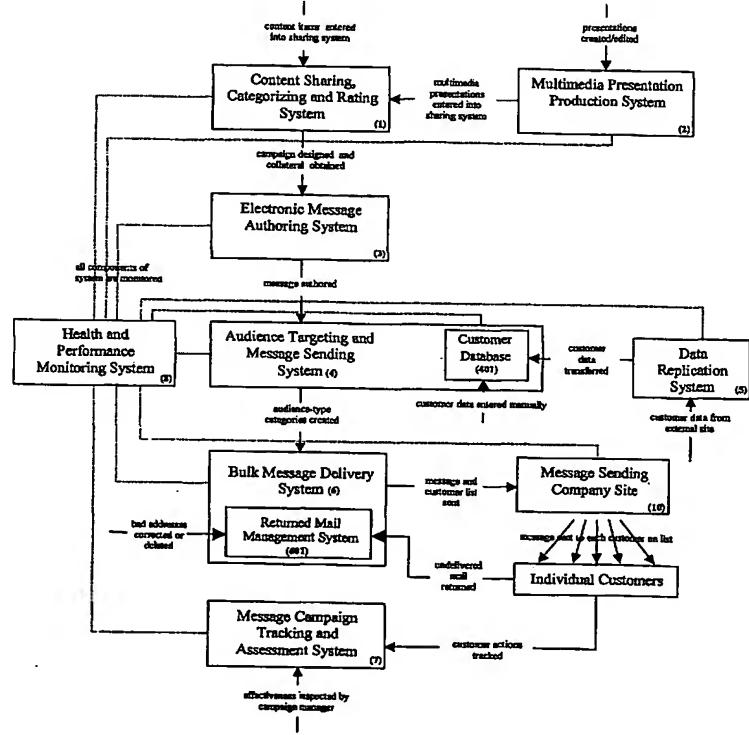
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(54) Title: DISTRIBUTED SYSTEM ENABLING INTEGRATION AND AUTOMATION OF MARKETING, SALES AND SERVICE



(57) Abstract: The present invention provides a distributed electronic management system enabling the creation, distribution and tracking of at least one electronic message to at least one predetermined potential customer, said system comprising: a data storage system for organizing and storing a plurality of content, selected portions of said content for insertion into the at least one electronic message; a production system for the creation of the at least one electronic message, said at least one electronic message having a predetermined theme, wherein content having the predetermined theme can be inserted into the at least one electronic message; a messaging system performing functions including transmission of the at least one electronic message to the at least one predetermined potential customer, said messaging system and the at least one predetermined customer being interconnected by at least one communication network; a tracking system for collecting and evaluating notifications based on interaction with the at least one electronic message by the at least one predetermined potential customer; wherein the data storage system, production system, messaging system and tracking system are electronically interconnected thereby enabling electronic information transfer therebetween.



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